APR 26 1949

FASHION CALENDAR

FRANCES HUGHES, *Editor*

6 WEST 52nd STREET NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING EASTER SUNDAY, APRIL 25, 1943

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 25	EASTER SUNDAY IN NEW YORK		
Easter Sunday April 25 Noon On.....	EASTER LUNCHEON AND CONCERT	PIERRE HOTEL	5TH AVE. AT 60TH ST. COTILLION ROOM
	The pretty Cotillion Room at the Pierre expects a big Easter Luncheon crowd and will present the Uptown Russian Cathedral Choir in special Easter music from 3 to 5:30 P.M. Luncheon, a la carte. Publ.: Mr. Lynch, RE. 4-5900.		
Easter Sunday April 25 Noon	EASTER SUNDAY BRACER BREAKFAST	MADISON HOTEL	12 EAST 58TH STREET CAFE
	No fashion event planned. Breakfast as usual, $1.75. Reservations must be in at least 2 weeks in advance. Publ.: Mr. Sidney Dicketts, VO. 5-5000.		
Easter Sunday April 25 12:45 P.M.	5TH ANNUAL EASTER BONNET LUNCHEON	AMBASSADOR HOTEL	PARK AVE. AT 51ST ST. TRIANON ROOM
	Ambassador expects usual Easter Sunday follow. Special prefix $2 Easter brunchcon. No fashion events planned. Publicity: Mae C. Flynn, WI. 2-1000.		
Easter Sunday April 25 1:00 P.M.	GALA RED CROSS EASTER LUNCHEON, TEA-DANCE AND FASHION SHOW	AMERICAN RED CROSS	DELMONICO HOTEL MAIN BALLROOM 502 PARK AVENUE
	Easter Sunday will be celebrated as Red Cross benefit where the fun begins with luncheon and a fashion show of costumes and hats by Florence and Rejean Reichman, with jewels by Karples. Admission: $2.75, entitles guests to stay through luncheon and on into afternoon for tea dancing and entertainment. Door prizes and grab-bag drawings. All donations gratefully accepted and accredited. Contact: Ann Edison, SA. 2-7104 or VO. 5-2500.		
Easter Sunday April 25	EASTER SUNDAY BREAKFAST	PLAZA HOTEL	5TH AVE. AT 59TH ST. TERRACE ROOM
	Although there is no planned program for Easter Sunday Breakfast or Luncheon at the Plaza, it is traditional for many New Yorkers to drop in there after Church for Breakfast or Luncheon. Publ.: Alma Zaiss, PL. 3-1740.		
Easter Sunday April 25 3:00 P.M.	TRADITIONAL EASTER MUSIC	ROCKEFELLER CENTER CHORISTERS	SUNKEN PLAZA AT PROMETHEUS STATUE
	There will be a 30-minute concert of traditional Easter music on Easter Sunday in a beautiful setting of Easter lilies and bright Spring flowers in front of the Prometheus Fountain in the lower plaza of Rockefeller Center. This concert will be repeated on Monday at 6 P.M. Public invited.		
Easter Sunday April 25 3:30 P.M.	EASTER MUSIC AT THE CLOISTERS	METROPOLITAN MUSEUM OF ART	AT THE CLOISTERS FORT TRYON PARK
	Admission free, except Mon. and Fri., when fee is 25¢. From April 26th thru May 2nd, open daily 10 A.M.-5 P.M.; Sundays, 1-6. WA. 3-3700.		
Easter Sunday April 25 4:00 P.M.	EASTER TEA-TIME PARADE	WALDORF ASTORIA HOTEL	PARK AVE. AT 50TH ST. FOYER AND TERRACES
	Easter Sunday at the Waldorf: a tea-time concert by Russian Cathedral Choir and a mid-day dinner at $5 in Sert Room; $4 in Norse Grill. Minimum cost for tea: $1. Easter floral designs in lobby. Publ.: Ted Saucier, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Showing- April 28 9:00 A.M.-9:00 P.M.	EXHIBIT OF TEXTILE DESIGNS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)

Exhibition of Textile Designs made under the direction of Henriette Reiss in the Commercial Textile Department of the Traphagen School of Fashion, held in the School's Art Gallery through April 28th. For further information, contact: Dorothy Tyroler, CO. 5-2077

Now Going On	SEED DRIVE TO REPLANT RUSSIA'S SCORCHED EARTH	BLOOMINGDALE'S	LEXINGTON AT 59TH GREEN HOUSE

Customers are urged to buy and donate packages of seeds for Russia. For every package purchased, Bloomingdale's will contribute another. Publicity: Karen Hollis, VO. 5-5900.

Now Available Free	BROCHURE OF WOMEN'S WAR WORK FASHIONS	CLUETT PEABODY CO. (SANFORIZING)	40 WORTH STREET NEW YORK CITY

This is a new brochure called "New Ideas For Your Women's War Work Clothes Section", offered free, to stores especially in defense factory areas where thousands of garments under the classification M-207 are sold. Not only the 529 different garments offered, but the names of 72 manufacturers who are resources for these clothes are given in this Cluett Peabody brochure, which may be obtained by writing to above address. BA. 7-2082.

Monday April 26 12:15 P.M. Luncheon	AMERICAN DESIGN AWARDS LUNCHEON	LORD & TAYLOR	WALDORF ASTORIA HOTEL GRAND BALLROOM

This annual American Design Award Luncheon by Lord & Taylor presents four $1000 prizes for excellence in industrial design. Key address will be made by Eric A. Johnston, President of the Chamber of Commerce of the United States. This luncheon is chairmaned by Walter Hoving, President of Lord & Taylor, who will make the presentations. Cost of luncheon, $2.75. Application for tickets must be made at once through Lord & Taylor Design Awards Committee. Publicity: Charles Nickolai, WI. 7-3300.

Monday April 26 12:30-1:30 P.M.	WEEKLY "QUICKIE" FASHION SHOW	OPPENHEIM COLLINS	33 WEST 34TH STREET 2ND FLOOR

Career girls divide lunch hour between food and fashions. This show, the day after Easter, is for the many who purposely postpone Easter buying until after the event in the hope of cut prices. Open to Press and public. Publicity: Ruth LeBron, WI. 7-8200.

Week of Monday April 26 2:30 P.M.	ACTIVITIES OF BAMBERGER WOMAN POWER COUNCIL	L. BAMBERGER & CO.	131 MARKET STREET NEWARK, NEW JERSEY

The Bamberger Woman Power Council, organized to get Jersey women started right in their jobs, has for its program for the coming week:

Mon., April 26, 11:00 A.M.--3rd SESSION: AMERICAN RED CROSS NUTRITION COURSE
2:30 P.M.--HANDY-ANDY FIX-IT-YOURSELF COURSE. 4th Repeat.
Tues., April 27, 2:30 P.M.--FINAL SESSION OF CLOTHES CLINIC.
Wed., April 28, 1:00 P.M.--VICTORY GARDEN DISCUSSION GROUP.
7:15 P.M.--BACKYARD CHICKEN FARM COURSE. 3rd Session.
Thurs., April 29, 2:30 P.M.--LAST SESSION OF FIRST CANNING COURSE.
Fri., April 30, 2:30 P.M.--4TH REPEAT SESSION IN REPEAT CANNING COURSE.
Sat., May 1, 2:30 P.M.--HOW TO FRESHEN OLD PORCH AND YARD FURNITURE.

Further information from Publicity: Nan Findlow, Market 2-1212.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday April 26 4:00 P.M.	BRIDGE PARTY AND FASHION SHOW	IMMACULATE CONCEPTION DAY NURSERY	PIERRE HOTEL GRAND BALLROOM

This is the 50th anniversary of this Day Nursery, whose many well-wishers have supported it from 1893 'til today. The New York Dress Institute will stage a fashion show under the direction of Mrs. Herbert J. McCooey, Chairman. Tickets, $1.25 each, from Mrs. McCooey, 35 Prospect Park West, Brooklyn. Publicity: Mrs. Lawrence Bodkin, MA. 6-3626.

NOTE: JAMES McCREERY'S SERVICE MEN'S CIRCUS PARTIES SCHEDULED TO BE HELD EVERY TUESDAY IN BIG TOP RESTAURANT HAVE BEEN DISCONTINUED FOR PRESENT.

Tuesday April 27 1:00 P.M. Luncheon	ANNUAL BENEFIT LUNCHEON FASHION SHOW	SPONSORED BY CHAPIN & SPENCE ADOPTION NURSERIES	ST. REGIS HOTEL ROOF

Annual event in which a number of the best shops on upper Fifth Avenue participate in making this society-sponsored fashion show of value in a style sense and beneficial to these Adoption Nurseries. Exhibitors include Bonwit Teller, Saks 5th Ave., Tailored Woman, Jay Thorpe, Milgrim, Henri Bendel. Open to public. Press by invitation. Luncheon, $3.95 per person. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.

Tuesday April 27 2:00-6:00 P.M.	PREVIEW: RELIGIOUS FOLK ART OF SOUTH WEST	MUSEUM OF MODERN ART	11 WEST 53RD STREET

A collection of religious art of the Southwest, including polychrome wood carving of saints; painted wood and leather panels. Open to public, April 28th through June 13th. Publicity: Sarah Newmeyer, CI. 5-8900.

Tuesday April 27 9:00 P.M. Also Wednesday April 28 4:00 P.M.	GALA SOCIETY PREVIEWS: "FASHIONS IN HEADDRESS"	NEW YORK INFIRMARY FOR WOMEN AND CHILDREN	WILDENSTEIN GALLERIES 19 EAST 64TH STREET

An imposing group of Society leaders is behind this exhibit which will portray the outstanding women of history from the 15th Century up to the present time. Contrasted with these will be portraits of 10 or 12 well-known and attractive women-about-town, whose hair-do's and hats were dressed for these portraits in the influence of the earlier schools, especially created by New York's outstanding designers of hair styles and hats, among them Antoine and Miss Jessica. Mme. Elsa Schiaparelli will speak on May 13th. Formal previews by invitation. Admission, $5. Exhibit opens to public on Thursday, April 29 through May 29, 10 A.M. to 5:30 P.M. Admission, 50¢ plus tax. All proceeds to the New York Infirmary for Women and Children. Contact: Mrs. Walter Hoving, WI. 2-5353.

Wed., 4/28 NO LUNCHEON FASHION SHOW IN SERT ROOM OF WALDORF ASTORIA DURING HOLY WEEK

Wednesday April 28-April 29 2:00 P.M.& 3:30 P.M.	SLIPCOVER CLINIC	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET AUDITORIUM, 7TH E.

At 2:00 P.M. both days, Lesson A on "How To Make A Slipcover With A Pattern" will be given, followed by questions. At 3:30 P.M., Lesson B on "How To Make A Slipcover Without A Pattern" will begin, followed by questions. Miss Mildred Kitlan, stylist at McCall Pattern Co., will conduct the lessons. Public may take both lessons if desired. McCall Patterns used. Press invited. Publicity: Emily Adamson, TR. 5-7200.

Wednesday April 28 3:30 P.M.	"MAKE DO" FASHION SHOW FOR U. S. TREASURY DEPT.	TRAPHAGEN SCHOOL OF FASHION	ROOSEVELT HOTEL MADISON AT 45TH

Conservation of materials is keynote of 20th Annual Fashion Show of the Traphagen School of Fashion, sponsored by the Women's Division of U. S.

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Treas. Dept. Traphagen students design, make, and model their creations. All conform to the Government's WPB L-85 ruling. A United Nations tableau with Traphagen Museum costumes will prologue the show. Requests for tickets from Women's Division of New York War Savings Staff, 1270 6th Avenue, N.Y.C., CI. 6-3100.

Wednesday April 28 7:00 P.M.	TESTIMONIAL DINNER TO ERNEST KATZ	METROPOLITAN CONTROLLERS ASSOCIATION	PENNSYLVANIA HOTEL GEORGIAN ROOM

Ernest Katz, retiring controller of R. H. Macy & Co., will be honored at this dinner for his nearly 40-year career there as originator of the Retail Inventory Control Method and participator in all modern control and taxation measures affecting department stores. "Ernie" Katz is credited with creating the role of controller and has at least a dozen successful apprentices now in big jobs all over country. Attending will be top executives of leading stores. Admission: $5 per person. Contact: E.S. Hoyt, PE.6-2155.

Thursday, Friday April 29-April 30 10:00 A.M.	ANNUAL SPRING MEETING OF MARKET ASSOCIATION	AMERICAN MARKETING ASSOCIATION	BILTMORE HOTEL BALLROOM

A two-day conference devoted to problems of war-time economy and post-war planning with many brilliant speakers including Bill Jack, President of Jack & Heintz; Paul Hoffman, President of Studebaker Corp., and other distinguished retail and business executives. Plans for this indicate an intelligent survey of the problems of a post-war world. Chances are many good ideas and courses of action will come out of this conference. Under the direction of Mr. Paul Hoffman, Chairman of the Committee for Economic Development. Cost, $2.75 and $3.75. Contact: Mr. Weaver, MU. 9-7920.

Thursday April 29 12:15 P.M. Luncheon	MONTHLY LUNCHEON MEETING	THE FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.

Subject: "Horse Sense or Horse Trading? The Present and The Future of Sound Ready-To-Wear Merchandising". Speaker: Mr. George Engel, Secretary, Jane Engel Inc. Members may bring guests. Luncheon, $1.65 (incl. tip). Contact: CI. 7-1734.

Thursday April 29 12:30 P.M. Luncheon	GET-TOGETHER FOR MEMBERS AND FRIENDS	PUBLICITY CLUB OF NEW YORK	BELMONT-PLAZA HOTEL CASINO-IN-THE-AIR

Informal get-together for members and friends. No speakers or planned program. All welcome. Publicity: Mr. Uriel Davis, CI. 7-6161.

Thursday April 29 1:00 P.M. Luncheon	PORTRAITS OF MID-SUMMER HATS	JEANNE TETE (20 W. 57TH)	PLAZA HOTEL PERSIAN ROOM

Open to public. Luncheon, $2. Press by invitation. Jeanne Tete Publ.: Nona James, BU. 8-0047 or PL. 3-2991. Plaza Publ.: Alma Zaiss, PL. 3-1740.

Friday April 30 1:00 P.M.	CLUB HOUSE FOR WOMEN IN SERVICES OPENS	WOMEN'S MILITARY SERVICE CLUB	WHITELAW REID HOUSE 451 MADISON AVENUE

All members of the Women's Auxiliaries to the Army, Navy and Marine Corps and similar Corps of the United Nations, automatically become members of the Women's Military Services Club and receive courtesy cards of membership. Its gala opening ceremony at 1:00 P.M. on Apr. 30th will include a parade of women in the armed forces flanked by a male military guard of honor. The long-closed Whitelaw Reid House has been renovated for this Club and under chairmanship of Mrs. Norman deR. Whitehouse, opening day will include unveiling of portraits of Colonel Oveta Culp Hobby of the WAACS; Lieutenant Commander Mildred H. McAfee, Director of the WAVES and other officials high up in women's auxiliaries. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday April 30 9:00 P.M.	ANNUAL NEWSPAPER GUILD BALL	NEWSPAPER GUILD OF NEW YORK	ASTOR HOTEL GRAND BALLROOM

Elsa Maxwell, M. C. at this year's Newspaper Guild's annual ball. In addition to usual distinguished Broadway entertainers and name bands, the evening will feature a number of "page one" awards to stars of stage, screen and radio, for outstanding accomplishment in their fields during past year. Awards will go to Duke Ellington, band leader; Martin Block, announcer; the Golden Gate Quartet, etc. Queen of the ball: prettiest copy girl on any New York newspaper. Proceeds to the N. Y. Labor War Chest. Admission $1.65 in advance; $2.20 at door. Publ.: Harold Harris, B'klyn Daily Eagle, MA. 4-6200.

Saturday May 1	69TH RUNNING OF KENTUCKY DERBY		CHURCHILL DOWNS LOUISVILLE, KENTUCKY

Broadcast by Ted Husing and Clem McCarthy over CBS; 6:15 to 6:45 P.M., EWT.

Sunday May 2 3:00-8:00 P.M.	COCKTAIL DANSANT AND FASHION SHOW	VICTORY GUILD OF THEATRE WING	AMBASSADOR HOTEL PARK AVE. AT 51ST ST.

This is a fund-raising cocktail-dance to help maintain the Merchant Seamen's Club affiliated with the Stage Door Canteen. Music by Vincent Lopez. M. C.: James J. Walker. Commentator: Ilka Chase, and grab bags with valuable gifts for lucky-number holders. Fur fashion showing by Maximillian. Hats by Walter Florell; Powers' models. Admission: $2. Chairman and contact: Vivien Davidson, 15 Central Park West, TR. 7-2828.

Monday May 3 10:30 A.M.	BREAKFAST SHOWING: MID-SUMMER FASHIONS	LORD & TAYLOR	424 FIFTH AVENUE EXEC. CONF. ROOM, 11 FL.

Only the Press, by invitation, may come to this comprehensive showing of Lord & Taylor Summer fashions. Publicity: Eleanor Howard, WI. 7-3300.

Monday May 3-Friday May 7 12:30 P.M. Luncheon	WEEK-LONG MILLINERY FASHION SHOWS	MILLINERY STABILIZATION COMMISSION	WALDORF ASTORIA HOTEL SERT, STARLIGHT ROOF

Every day, during the first week in May there will be a luncheon fashion showing of the smartest interpretation of Summer millinery. Each day, different stores and different creators will present the hats, and new slants and trends in millinery will be interpreted to the attending Trade, Buyers, Stylists, Retailers. Tickets for the entire week cost $15.50, which includes five luncheons and five fashion shows, obtained from Miss Shapiro, Millinery Stabilization Commission, CH. 4-6547. Proceeds will be donated to Service Men's Sight-Seeing Committee. Press by invitation only. Not open to public. Publicity: Miss Ethel R. Duhan, Millinery Fashion Bureau, LO. 5-3283. Schedule as follows:

Mon., May 3, Sert Room -- SAKS FIFTH AVENUE
Tues., May 3, Sert Room -- MILLINERY CREATORS GUILD
(G. Howard Hodge; Vogue Hats, Garfunkel Makers; Miriam Lewis; Harryson Hats; Bernice Charles; Jeanne Tete; Germaine Montabert; Edgar J. Lorie)
Wed., May 5, Sert Room -- BONWIT TELLER
Thurs., May 6, Starlight Roof -- MILLINERY FASHION INSPIRATION
(Lilly Dache; John Frederics; Sally Victor)
Fri., May 7, Starlight Roof -- PEG FISHER, MME. PAULINE, FLORENCE REICHMAN

Monday May 3-8	5TH ANNUAL NATIONAL POSTURE WEEK	SPONSORED BY S. H. CAMP & CO.	THROUGHOUT COUNTRY

With millions of women in war work, Posture takes the spotlight as one of the most important features in the physical fitness program during the national

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emergency. Slogan of this year's event: "Fitness for Victory" will be dramatized with full-color posters available to industrial plants that employ women, to schools and colleges and women's clubs and to stores for window and interior display. National Posture Week presents a good opportunity for stores to participate in a program for tie-ins with government-approved plans for physical fitness and safety. For merchandising suggestions and tie-ins, contact: Mr. Frank Kaufman, S.H. Camp, CH. 4-5798.

Tues. 5/4 12:30 P.M. MILLINERY CREATORS GUILD SUMMER SHOW AT WALDORF ASTORIA, SERT ROOM
See Page 5, Item 5 for details.

Tuesday May 4 4:00-7:00 P.M. FASHION SHOW AND COCKTAIL PARTY — MURIEL JOHNSTONE — HAMPSHIRE HOUSE 150 CENTRAL PARK SOUTH
A gala send-off to inaugurate a new line of Old South "Cotton Blossom" toiletries, introduced by Bonwit Teller, and 73 leading stores across the country. Coordinated are Southern prints, pastel cottons, rayons and cotton laces, David Crystal cotton sports dresses; Capri dressy pastel prints and others, all stressing the Old South patterns. Preview by invitation. Contact: Muriel Johnstone, 9 Rockefeller Plaza, N.Y.C., CI. 5-7880.

Tuesday May 4 9:00 P.M. PORTRAITS OF DISTINGUISHED PERSONALITIES OF THE 90's — AMERICAN RED CROSS — GRAND CENTRAL ART GALLERIES, HOTEL GOTHAM
Invitation preview for Tuesday will be quite a gala social and will be $5 a person. Thereafter, through the 16th of May, admission is $1. This is a retrospective collection of personalities of the New York scene in the Gay 90's painted by eminent artists of that period. Arrangements Committee headed by Mrs. George Blumenthal, Ritz Carlton Hotel, PL. 3-4600.

Wed., 5/5 12:30 P.M. BONWIT TELLER SUMMER MILLINERY SHOW AT WALDORF ASTORIA, SERT ROOM
See Page 5, Item 5 for details.

Thurs., 5/6 12:30 P.M. MILLINERY FASHION INSPIRATION SUMMER SHOW AT WALDORF ASTORIA, STARLIGHT ROOF
See Page 5, Item 5 for details.

Thursday May 6 1:00 P.M. Luncheon SUMMER MILLINERY FASHION SHOW — BONWIT TELLER (721 5TH AVE.) — PLAZA HOTEL PERSIAN ROOM
The same millinery show that was shown earlier in the week for the Trade at the Waldorf Astoria in the group of millinery showings sponsored by the Millinery Stabilization Commission. Open to public. Luncheon, $2. Press by invitation. Bonwit Teller Publicity: June Clark, EL. 5-6800. Plaza Publicity: Alma Zaiss, PL. 3-1740.

Fri., 5/7 12:30 P.M. PEG FISHER, MME. PAULINE, FLORENCE REICHMAN SUMMER MILLINERY SHOW AT WALDORF
See Page 5, Item 5 for details.

Friday May 7 7:30 P.M. RED, WHITE AND BLUE DINNER-DANCE — SOLDIERS & SAILORS CLUB OF NEW YORK — RITZ CARLTON HOTEL BALLROOM
Annual Springtime fete for Soldiers & Sailors Club. Attendance will include high-ranking military and naval officers and the patrons' list is from the social register. Chairman: Mrs. John A. Morris. Head of reception and dinner committee: Mrs. Walter Hoving. There will be a fashion show with clothes by Harry Collins; Nancy, Inc.; Chez Ninon and Herman Tappe. Tickets, $7.90, includes dinner, dance, entertainment, obtainable from Mrs. John Morris, 830 Park Ave. Publicity: Miss Pinkerton, AS. 4-4353.

Sunday May 9 2:30 P.M. DANCE AND COCKTAIL PARTY — ASSOCIATED MILLINERY WOMEN — WALDORF ASTORIA HOTEL PARK AVE. AND 50TH ST.
This social event replaces annual millinery show and will furnish enter-

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tainment and dancing by Leo Dryer's Orchestra. Sale of tickets, $2.75 each, under direction of Miss Jacobson, Eastern Women's Headware Assoc., 1440 B'way, N.Y.C. Publ.: Phyllis Hermann, Ogus, Rabinovich & Ogus, CA. 5-3400.

Sunday May 9	"MOTHER'S DAY" PROMOTION PLANS	NAT'L COMM. ON OBSERVANCE OF "MOTHER'S DAY"	RETAIL STORES THROUGHOUT COUNTRY

"Mother's Day" this year has a war-time slant. It begins with presentation of a poster "Remember Mother--The Bravest Soldier of Them All", by Lt. McClelland Barclay, to Mrs. Edward Rickenbacker, wife of aviator-hero. Trade Promotion Committee for "Mother's Day" has promotional suggestions and display ideas available to retailers on request. For revenue-raising helps, contact: Irving K. Edwards, Gray Advertising Agency, CH. 4-3900.

Monday May 10 1:00 P.M. Luncheon	COTTON PLAY CLOTHES FASHIONS	MARY LEWIS (638 5TH AVE.)	ST. REGIS HOTEL ROOF

Famous for her Mother-and-Daughter fashions and cotton play clothes, Mary Lewis again presents a comprehensive Summer Collection of town and country clothes and wedding ensembles of cotton. Open to public. Luncheon, $2. Press by invitation. Mary Lewis Publicity: Rosemary Sheehan, CO. 5-3147. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.

Monday May 10-June 5	BELMONT SPRING RACE MEET	WESTCHESTER RACING ASSOC.	BELMONT PARK ELMONT, L. I.

General admission, $1.50; Clubhouse, $4. Publ.: Mr. Lee Olwell, PL. 8-0615.

Wednesday May 12-May 13 9:00 A.M.-5:00 P.M.	ANNUAL CONVENTION	TOILET GOODS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

This is the annual two-day convention at which the problems of the industry are discussed by the leaders, and outstanding government officials come to clarify federal rulings on cosmetics. The leading beauty editors of magazines and newspapers contribute their slant and a helpful point-of-view is the achieved object. Contact: Mr. S. L. Mayham, CO. 5-5443.

Wednesday May 12 1:00 P.M. Luncheon	COTTON LUNCHEON FASHION SHOW	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL STARLIGHT ROOF

Arnold Constable will tell New Yorkers how to face Summer in a luncheon showing of cotton fashions on the Starlight Roof of the Waldorf. Open to public. Luncheon, $2. Press by invitation. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria: Ted Saucier, EL. 5-3000.

Thursday May 13 1:00 P.M. Luncheon	YOUNG TIMERS' SUMMER FASHION SHOW	HENRI BENDEL (10 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM

Open to public. Luncheon, $2. Press by invitation. Bendel Publicity: Frances Anderson, CI. 7-1100. Plaza Publicity: Alma Zaiss, PL. 3-1740.

Saturday May 15	1ST SHOWING: CHILDREN'S FALL SPORTSWEAR	DERBY SPORTSWEAR	1359 BROADWAY

For appointment to see, contact: Mr. Birnbaum, WI. 7-4520.

About May 15	OPENING: FALL LINGERIE LINES	LINGERIE MANUFACTURERS	INDIVIDUAL SHOWROOMS

Lingerie collections and styles condensed because of the war will be exhibited to buyers about middle May, for delivery in June. The fabric situation for the lingerie industry is growing tense and this may be one of the last major lingerie showings.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 17- May 22	1943 NATIONAL COTTON WEEK	SPONSORED BY COTTON TEXTILE INSTITUTE & NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY

In line with current trend toward streamlining trade events for the duration, this year's National Cotton Week has been shortened from ten to six days. "Cotton's vital and many-sided war-time role should be a timely and productive merchandising theme for wholesale and retail merchants and others participating in the 1943 observance of Cotton Week." The official 16"x19¾" red, white and blue poster will be supplied on request for display in stores, showrooms and public places by the Cotton Textile Institute, 320 Broadway, N.Y.C. Consult the Institute also on other merchandising tie-ins now being arranged. Publicity: Virginia Jewel, WO. 2-0270.

Monday May 17 — NATIONAL SUMMER MILLINERY WEEK

Information and written material distributed by Millinery Fashion Bureau. Contact: Miss Ethel R. Duhan, M.F.B., 33 West 42nd St., LO. 5-3283.

Wednesday May 19 1:00 P.M. Luncheon	SUMMER SAGA: 1943 STYLES	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF ASTORIA HOTEL STARLIGHT ROOF

A comprehensive showing of early Summer fashions; dresses, light-weight coats, suits, sportswear. This showing marks the final luncheon fashion show of season at Waldorf. Open to public. Luncheon, $2. Press by invitation. Russeks Publicity: Beatrice Castle, WI. 7-1900. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.

Thursday May 20- May 21	ANNUAL SPRING BUSINESS MEETING	TANNERS' COUNCIL OF AMERICA	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

This is for the purpose of discussing the many problems arising each day in the leather industry. The meeting will cover such matters as hide and skin supplies, tanning materials, manpower, government orders, etc. Further details to be announced later. Publicity: Mr. J. S. Nelson, BE. 3-0494.

First Week In June	FALL FASHION COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL SHOWROOMS

The following Guild Houses will present their Fall Collections beginning June 1st and for a week thereafter. More specific dates listed later.

WILLIAM BASS DRESS CO.	530 7TH AVE.	INTERNATIONAL DRESS CO.	1400 B'WAY
CAPRI FROCKS, INC.	1372 B'WAY	KAPLAN & GRABOIS	498 7TH AVE.
DEITSCH, WERSBA, COPPOLA	512 7TH AVE.	SAMUEL KASS	498 " "
ED GERRICK, INC.	550 " "	LA RUE DRESSES, INC.	550 " "
FOX-BROWNIE, INC.	498 " "	MARY LEE, INC.	530 " "
A. GOODMAN & CO.	530 " "	PARNIS-LEVINSON, INC.	530 " "
JOSEPH HALPERT	530 " "	BEN REIG CO.	498 " "
HORWITZ & DUBERMAN	498 " "	C.H.D. ROBBINS CO.	525 " "
JUNIOR LEAGUE FROCKS	1372 B'WAY	HERBERT SONDHEIM, INC.	530 " "
		STAR-MAID DRESSES	498 7TH AVE.

	DATES AHEAD			RED LETTER WEEKS
Apr 25	EASTER SUNDAY		Apr. 25-5/1	NATIONAL BABY WEEK
May 1	MAY DAY	(Sat.)	Apr. 26-5/1	NATIONAL FOOT HEALTH WEEK
May 9	MOTHER'S DAY	(Sun.)	May 1-8	NATIONAL EGG WEEK
May 15	STRAW HAT DAY	(Sat.)	May 1-8	AMERICAN HOME WEEK
May 17	I AM AN AMERICAN DAY	(Mon.)	May 1-8	NATIONAL FISHERMAN'S WEEK
May 30	MEMORIAL DAY (Celebrated Mon.)		May 2-9	NATIONAL MUSIC WEEK
			May 3-9	NATIONAL RESTAURANT WEEK
June 14	FLAG DAY	(Mon.)	May 12-18	GOOD WILL WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Saturday....PREMIERE: "WHITE SAVAGE" (Movie) RIVOLI THEATRE, B'WAY AT 49TH ST.
April 24 Technicolor picture succeeding the same star trio as "Arabian Nights". Maria Montez, John Hall, Sabu. Costumes, Vera West. Universal Publ.: CI. 7-7100.

Sunday.....1ST BENEFIT SHOW FOR FATHER DUFFY CANTEEN, MUSIC BOX THEATRE, 239 W. 45TH
April 25 Broadway talent including Kate Smith, Gertrude Lawrence, Hildegarde, Jimmy
8:20 P.M. Durante, and others, will appear. Irving Berlin donated theatre and others have joined to make this a wild success. Open to public. Tickets, $1.65 to $11. Publicity: Dorothy Hirsh, BR. 9-8153.

Week of.....SPRING BALLET SEASON, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH STREET
Sunday Sun. Eve., April 25 - APOLLO, ROMEO AND JULIET, BLUEBEARD
April 25- Mon., April 26 - THREE-CORNERED HAT, PETROUCHKA, PRINCESS AURORA
May 2 Tues., April 27 - GISELLE, THREE VIRGINS AND A DEVIL, CAPRICCIO ESPAGNOL
8:30 P.M. Wed., April 28 - APOLLO, PILLAR OF FIRE, PAS DE QUATRE, CAPRICCIO ESPAGNOL
Thurs., April 29 - ROMANTIC AGE, ALEKO, THREE VIRGINS & A DEVIL, HELEN OF TROY
Fri., April 30 - SYLPHIDES, RUSSIAN SOLDIER, BLUEBEARD
Sat. Mat. May 1 - PETER AND THE WOLF, ROMEO AND JULIET, COPPELIA
Sat. Eve. May 1 - THREE-CORNERED HAT, ALEKO, HELEN OF TROY
Sun. Mat. May 2 - SWAN LAKE, ROMEO AND JULIET, FANTASTIC TOY SHOP
Sun. Eve. May 2 - PRINCESS AURORA, ROMEO AND JULIET, BLUEBEARD
Costumes by Miles White. Publicity: Gerald Goode, S. Hurok, PL. 3-0820.

Wednesday...PREMIERE: "CRASH DIVE" (Movie) ROX THEATRE, 7TH AVE. AT 50TH ST.
April 28 This is a 20th Century-Fox picture starring Tyrone Power and Anne Baxter. Costumes by Earl Luick. Publicity: Jeannette Sawyer, CI. 6-0950.

Wednesday...PREMIERE: "FIRST MILLION" RITZ THEATRE, 219 WEST 48TH ST.
April 28 A comedy drama with Dorrit Kelton, Russell Collins, Wendel Corey, John Souther, Harlan Briggs, Anna Karen and Dort Clark. Costumes by Paul du Pont. Settings by Wolfgang Roth. Publicity: Harry Davis, BR. 9-9074.

Thursday....PREMIERE: "PRESENTING LILY MARS" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
April 29 MGM musical, starring Judy Garland, Richard Carlson, Van Heflin and others. Costumes by Shoup. Publicity: Lou Smith, BR. 9-7800.

Thursday....PREMIERE: "MISSION TO MOSCOW" (Movie) HOLLYWOOD THEATRE, B'WAY AT 52ND ST.
April 29 Warner Bros. movie version of Joseph Davies' (former Ambassador to Russia)
(Tentative) Moscow experiences. Walter Huston in leading role, supported by Ann Harding, Richard Travis and a huge cast. Publicity: Eve Siegel, CI. 6-1000.

Monday.....RETURN ENGAGEMENT: "THE CORN IS GREEN" MARTIN BECK THEATRE, 302 W. 45TH ST.
May 3 This is the play in which Ethel Barrymore has been playing and touring for the past three years. Now re-engaged at popular prices from 50¢ to $2. Produced by Herman Shumlin. Publicity: Richard Maney, WI. 7-6939.

Week of.....GRAND OPERA FESTIVAL BY ESSEX COUNTY SYMPHONY SOC., MOSQUE THEATRE, NEWARK
Tuesday 17 Metropolitan Opera stars including Jarmila Novotna, Kerstin Thorborg,
May 4- Charles Kullman, etc., will participate in the 7 operas given by the Essex
May 9 County Symphony Society. The operas to be given are "Aida", "La Traviata",
Afternoon, "Carmen", "Faust", "La Boheme", "Rigoletto" and "La Forza del Destino".
Evening Tickets, $1.10 to $2.75. Publ.: Constance Hope, PL. 3-3390.

Wednesday...PREMIERE: "SONS AND SOLDIERS" MOROSCO THEATRE, 217 WEST 45TH ST.
May 5 This is the title of the new Irwin Shaw play, with Geraldine Fitzgerald, Stella Adler, and others. Publicity: Charles W. Washburn, CI. 6-5775.

Thursday....OPENING: STARLIGHT ROOF AND XAVIER CUGAT'S ORCHESTRA, WALDORF ASTORIA HOTEL
May 6 Details later. Publicity: Ted Saucier, EL. 5-3000.

Tuesday.....PREMIERE: "LADY OF BURLESQUE" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
May 13 This promises to be a good picture utilizing Gypsy Rose Lee's background and Barbara Stanwyck's acting. In the cast are Michael O'Shea, Charles Dingle, Iris Adrian, etc. Miss Stanwyck's costumes by Edith Head; others by Natalie Visart. United Artists Publicity: Robin Harris, BR. 9-7300.

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